

# Theory of Change

## OUR VISION

We envision a world free from violence for women and children, in which they can lead safe lives and thrive.

### 1 Resourcing partner organizations

Specialised organizations are resourced to provide quality support for survivors and child victims of violence.

Effective violence prevention and education initiatives and pilots are supported, reaching younger and wider audiences.

Convening and knowledge sharing is facilitated and financed.

**OUTCOMES 01**  
Kering Foundation contributes to improving women and children's wellbeing, to preventing violence, and to strengthening the ecosystem of anti-violence actors.

### 2 Engaging Kering's ecosystem (Group, Houses, Suppliers and Employees)

Collaboration between partners and Houses is facilitated where possible, to create new opportunities and release additional funds.

Policies and training on gender-based violence are scaled up across Kering, Houses and suppliers.

An internal approach to prevent and respond to violence against children is developed and deployed.

**OUTCOMES 02**  
Kering and its ecosystem are safe and supportive workplaces.

**OUTCOMES 03**  
Kering builds expertise and visibility, and shares its journey with the aim of catalysing others.

### 3 Influencing new audiences and mobilizing others

Coalitions with other companies and funders are created/strengthened.

A network of influential people is created to act as ambassadors for the cause.

A Research Fellowship is launched to support new independent studies on the intersection of violence against women and violence against children.

**OUTCOMES 04**  
New actors are mobilised to take action, and additional funds are deployed to end violence across generations.

## OUR MISSION

Contribute to ending violence across generations by resourcing partners, engaging Kering and its networks, and influencing others.